

Motivation

Emotion

Physiological

hypothalamus
lateral | Ventromedial

* Brain:
- Limbic System
- Cortex

Amygdala
(Interpretation)

Arousal
(links to performance)

* Autonomic N.S.

Arousal
(links to emotion)

* Hormones

* Testosterone (aggression)
Cortisol (Stress)

Adrenaline

Adrenaline
insulin (hunger)
* Testosterone
* Estrogen (sex)
Cortisol

Focus:

* What? Why?

* Incentives

Psychological 3 A's

* Affiliation

→ * Achievement ←

* Aggression

Focus:

* Feelings

* Expression